

Request For Proposal – City of Chicago COVID-19 Vaccination Communications Management

1. Background

Vaccination for COVID-19 will soon become available to the most at-risk groups as early as December 2020. Given that COVID-19 does not discriminate, all residents will be encouraged to receive the vaccine. Due to limited supply at the end of 2020 and beginning of 2021, there will be a distribution list created by the CDC prioritizing front-line workers and those most at-risk.

It's critical that the City of Chicago ("City") effectively communicates how, when and where health workers, front line workers, elderly and ultimately all residents are able to receive the vaccine. All our communications should also encourage people to receive the vaccine as early as they are able to as there is still a population hesitant to take the vaccine. Early survey data around vaccine acceptance among adults demonstrates that some populations are initially much more accepting of a potential vaccine than others. A September Pew Research nationwide study showed that while about 51% of all adults surveyed said they would "definitely" or "probably" get the vaccine if it were available today, only 32% of Black respondents fell into these categories, a significant difference from other racial categories (white: 52%, Hispanic: 56%, Asian: 72%)¹.

2. Scope of Program

Because of the many facets of a vaccine roll-out, we're seeking agency partners across six work areas (the "Program"), each requiring different expertise and capabilities:

1. Overall communication strategy, project management, and coordination of different communication work streams, including crises communication
2. Creative development of the overall vaccine marketing/communications campaign
3. Developing and executing a communications strategy to reach our Black communities and residents
4. Developing and executing a communications strategy to reach our Latinx communities and residents
5. Media planning and buying, primarily in local media, both in traditional and digital channels.

Any agency replying to this RFP can submit a proposal for any number of work areas, from a single item to all of them. The Chicago Department of Public Health and the City of Chicago will select one or more agencies to receive awards across one or more work areas, based on the evaluation of the proposals received. Agencies that can provide services across multiple Program areas will be evaluated more favorably.

¹ "U.S Public Now Divided Over Whether To Get COVID-19 Vaccine," Pew Research, September 17, 2020. <https://www.pewresearch.org/science/2020/09/17/u-s-public-now-divided-over-whether-to-get-covid-19-vaccine/>

3. Budget and available resources

Currently, the City has budgeted approximately \$1.3 million in federal grant funds for the initial phase of the project. If additional funds become available in the future, the City, in its discretion, may increase the Program budget.

In addition, we have a wide range of free media assets to launch this campaign, including all of the City's social media assets, billboard space, PSA opportunities on local TV stations, and more. Agencies will work closely with City staff responsible for marketing, communications, and the public health response. Further, there are limited City production resources and printing capabilities that could be utilized.

After the agency selection, we expect the work to span over a 7-10 month period that would begin mid-December 2020 and end before end of year, 2021. The contract will have up to two extensions, each not to exceed one year, at the discretion of the City based on the availability of funds, the need to extend services, and the respondent's performance.

4. Proposal Requirements

Interested agencies must submit the following information with their proposals:

A. Required Information

Please provide answers and perspectives to the following questions:

- Provide an overview of your experience conducting general health awareness campaigns or public health-related campaigns over the last three years.
- How would you ensure that your messaging would resonate with all residents in 77 neighborhoods across the North, South, and West side of Chicago?
- Who would be the key members of your team, and how would you ensure that your team reflects the diversity of Chicago?
- What about your agency's experience or qualifications makes you a good fit for this work?
- How has your agency demonstrated a commitment to the values that guide CDPH (listed below)?
- What work are you most proud of from the last three years, and why?
- Please list your three biggest clients. Please list any government clients.
- How do you develop big breakthrough creative ideas?
- What do you believe makes for a productive agency/client relationship?
- If you get selected for a Q&A session with the City of Chicago and CDPH, which three questions will you definitely ask?
- If you apply for work area #3 & #4: Please describe your community specific expertise to reach these particular audiences
- If you apply for work area #6: Please describe your media planning and buying capabilities with strong focus on Chicago local and hyperlocal media
- Please provide a description of how your agency intends to satisfy the minority-owned and woman-owned business (M/WBE) requirements of the contract, discussed below.

B. Chicago Department of Public Health Values

All CDPH investments are guided by the following principles. CDPH contractors are expected to integrate these principles into organizational policy and practice. With your response, please include information on how your organization demonstrates the following principles in action:

- 1) Deconstructing racist systems – actively working to reframe and dismantle systems that perpetuate privilege
- 2) Trauma prevention and trauma-informed services – ensuring services address trauma and healing
- 3) Cultural responsiveness – ensuring services are culturally and linguistically appropriate
- 4) Health equity in all communities – allocating resources and services to people and areas with the greatest need

C. Staffing Plan

Please describe how many staff (part time, full time, or hourly) will be staffed to support this project, including information on the staff's title, role and percent allocation. If one or more agencies will serve as subcontractors to the respondent, be specific in outlining the roles each agency will play in performance of the duties.

D. Fiscal capacity

Payment for services will be made on a reimbursement basis. Respondents must demonstrate capacity to fund program expenditures from the start date until they are reimbursed by the City. If multiple agencies will be subcontractors of a lead agency, then the application must be submitted by the lead agency as the respondent. The lead agency must obtain all expenses from the agency/agencies and assume all reporting responsibilities for all the expenses for the award. If a lead agent applies, the budget for the total fiscal year must include all expenses for the award from the lead agency and all agencies to receive funds through this RFP.

An organization may use a fiscal agent to administer the grant. If a fiscal agent is used, provide the total budget for the agency that will serve as the fiscal agent. The fiscal agent must designate a staff person who will prepare and review all vouchers for accuracy before making monthly submissions. Please identify who will be responsible for financial reporting.

E. Financial Proposal

Please provide your agency's rate card for review, including billable rates and potential hours estimates for components of the work.

5. Deadline

- Required information is due at noon on the December 11, 2020

6. Questions

All questions should be submitted to the COVIDvaxmarketing@cityofchicago.org email address by 5pm on Tuesday, December 8, 2020.

The City of Chicago will host a bidder's conference for this RFP on Tuesday, December 8, 2020 at 11 a.m. Please reach out to the above email to be invited to the bidder's conference.

7. How to Apply

Please return the following information via email to COVIDvaxmarketing@cityofchicago.org with the subject line, "COVID-19 Vaccination Communication RFP" by the deadline listed in #5.

Name of Agency:

Address:

Point of Contact (Name & Title):

Point of Contact (Phone & Email):

Your full proposal, which should include all Required Information as listed above.

8. Task Order Contract Structure

Due to the changing information, funding and timeline of the vaccine campaign, selected applicants will enter a contract with the City of Chicago structured in a task-order format. Any contracts awarded to selected agencies may include one or more of the above Program areas if selected for such areas. The City of Chicago will issue task orders with detailed statements of work and identified deliverables, within the awarded Program areas, and agencies will complete the work as required. The City may require not-to-exceed caps on a task order basis, or other hours caps, budget caps or other contract provisions that will require agencies to receive pre-approval before exceeding certain thresholds.

9. Program and Fiscal Monitoring Standards

Any grantee found to be non-compliant with the standards at any time, will be held responsible and required by the City of Chicago to restore any damages and/or cost associated with grantee non-compliance. Reporting and invoicing standards will be established at contract execution.

10. MBE/WBE requirements

The City anticipates that awarded contracts will contain a Minority-Owned Business (MBE) goal of 26% and a Woman-Owned Business (WBE) goal of 6%. Applicants can meet these goals by either being a registered M/WBE themselves, or by subcontracting portions of the work to an M/WBE firm.

11. Evaluation of proposals

Selection/Review Criteria:

An Evaluation Committee made up of representatives from the Chicago Department of Public Health, other City, and/or other community members may review and evaluate the proposals in accordance with the evaluation criteria. The Evaluation Committee will review the Respondent's Proposal to determine overall responsiveness and completeness of the Proposal with respect to the components outlined as follows recommend either:

Proposal Evaluation

Evaluation will include a detailed analysis of qualifications, experience, strength of proposed plans for service delivery and other factors based on the Evaluation Criteria and points allocated to sections of the RFI.

The Evaluation Committee will recommend either:

1. A short list of potential awardees from whom it needs clarification of RFP response; or
2. A list indicating recommended awardees. All recommendations are presented for approval to the Commissioner of Public Health.

The City reserves the right to accept or reject any or all proposals; take exception to parts of proposals, request written or oral clarification of proposals and supporting materials or cancel this Request for Proposals process if it is in the City's best interest to do so. A respondent may be asked to clarify their proposal by making a presentation, performing a demonstration, or hosting a site visit. CDPH reserves the right to negotiate separately with competing respondents for all or any part of the services described in this RFI.

12. Evaluation Criteria

Category	Available Points
Demonstrated alignment with CDPH guiding principles	10
Ability to perform duties in multiple areas of work	15
Strategic acumen to meet City's needs	10
Creative excellence to develop breakthrough and audience-specific messages	15
Team diversity and expertise	15
Agency's overall qualifications and experience conducting relevant campaigns and demonstration of ability to perform the scope of work	10
Experience, qualifications, and diversity of proposed team	15
MBE/WBE Compliance	10
Total Points	100

13. Compliance with Laws, Statutes, Ordinances and Executive Orders

Contract awards will not be final until the City and the respondent have fully negotiated and executed an agreement. All payments under agreements are subject to annual appropriation and availability of funds. The City assumes no liability for costs incurred in responding to this RFP or for costs incurred by the respondent in anticipation of a grant agreement. As a condition of a grant award, respondents must comply with the following and with each provision of the grant agreement:

1. Conflict of Interest Clause: No member of the governing body of the City of Chicago or other unit of government and no other officer, employee, or agent of the City of Chicago or other government unit who exercises any functions or responsibilities in connection

with the carrying out of the project shall have any personal interest, direct or indirect, in the agreement.

The respondent covenants that he/she presently has no interest, and shall not acquire any interest, direct, or indirect, in the project to which the grant agreement pertains which would conflict in any manner or degree with the performance of his/her work hereunder. The respondent further covenants that in the performance of the agreement no person having any such interest shall be employed.

2. Governmental Ethics Ordinance, Chapter 2-156: All respondents agree to comply with the Governmental Ethics Ordinance, Chapter 2-156 which includes the following provisions: a) a representation by the respondent that he/she has not procured the agreement in violation of this order; and b) a provision that any agreement which the respondent has negotiated, entered into, or performed in violation of any of the provisions of this Ordinance shall be voidable by the City.
3. Selected respondents: shall establish procedures and policies to promote a Drug-free Workplace. The selected respondent shall notify employees of its policy for maintaining a drug-free workplace, and the penalties that may be imposed for drug abuse violations occurring in the workplace. The selected respondent shall notify the City if any of its employees are convicted of a criminal offense in the workplace no later than ten days after such conviction.
4. Business Relationships with Elected Officials: Pursuant to Section 2-156-030(b) of the Municipal Code of Chicago, as amended (the "Municipal Code") it is illegal for any elected official of the City, or any person acting at the direction of such official, to contact, either orally or in writing, any other City official or employee with respect to any matter involving any person with whom the elected official has a business relationship, or to participate in any discussion in any City Council committee hearing or in any City Council meeting or to vote on any matter involving the person with whom an elected official has a business relationship. Violation of Section 2-156-030(b) by any elected official with respect to the agreement shall be grounds for termination of the grant agreement. The term business relationship is defined as set forth in Section 2-156-080 of the Municipal Code.

Section 2-156-080 defines a "business relationship" as any contractual or other private business dealing of an official, or his or her spouse or domestic partner, or of any entity in which an official or his or her spouse or domestic partner has a financial interest, with a person or entity which entitles an official to compensation or payment in the amount of \$2,500 or more in a calendar year; provided, however, a financial interest shall not include: (i) any ownership through purchase at fair market value or inheritance of less than one percent of the share of a corporation, or any corporate subsidiary, parent or affiliate thereof, regardless of the value of or dividends on such shares, if such shares are registered on a securities exchange pursuant to the Securities Exchange Act of 1934, as amended; (ii) the authorized compensation paid to an official or employee for his office

or employment; (iii) any economic benefit provided equally to all residents of the City; (iv) a time or demand deposit in a financial institution; or (v) an endowment or insurance policy or annuity contract purchased from an insurance company. "Contractual or other private business dealing" shall not include any employment relationship of an official's spouse or domestic partner with an entity when such spouse or domestic partner has no discretion concerning or input relating to the relationship between that entity and the City.

5. Compliance with Federal, State of Illinois and City of Chicago regulations, ordinances, policies, procedures, rules, executive orders and requirements, including Disclosure of Ownership Interests Ordinance (Chapter 2-154 of the Municipal Code); the State of Illinois - Certification Affidavit Statute (Illinois Criminal Code); State Tax Delinquencies (65ILCS 5/11-42.1-1); Governmental Ethics Ordinance (Chapter 2-156 of the Municipal Code); Office of the Inspector General Ordinance (Chapter 2-56 of the Municipal Code); Child Support Arrearage Ordinance (Section 2-92-380 of the Municipal Code); and Landscape Ordinance (Chapters 32 and 194A of the Municipal Code).
6. If selected for contract award: respondents are required to (a) execute the Economic Disclosure Statement and Affidavit, and (b) indemnify the City as described in the grant agreement between the City and the successful respondents.
7. Prohibition on Certain Contributions, Mayoral Executive Order 2011-4. Neither you nor any person or entity who directly or indirectly has an ownership or beneficial interest in you of more than 7.5% ("Owners"), spouses and domestic partners of such Owners, your Subcontractors, any person or entity who directly or indirectly has an ownership or beneficial interest in any Subcontractor of more than 7.5% ("Sub-owners") and spouses and domestic partners of such Sub-owners (you and all the other preceding classes of persons and entities are together, the "Identified Parties"), shall make a contribution of any amount to the Mayor of the City of Chicago (the "Mayor") or to his political fundraising committee during (i) the bid or other solicitation process for the grant agreement or Other Contract, including while the grant agreement or Other Contract is executory, (ii) the term of the grant agreement or any Other Contract between City and you, and/or (iii) any period in which an extension of the grant agreement or Other Contract with the City is being sought or negotiated.

You represent and warrant that since the date of public advertisement of the specification, request for qualifications, request for proposals or request for information (or any combination of those requests) or, if not competitively procured, from the date the City approached you or the date you approached the City, as applicable, regarding the formulation of the grant agreement, no Identified Parties have made a contribution of any amount to the Mayor or to his political fundraising committee.

You shall not: (a) coerce, compel or intimidate your employees to make a contribution of any amount to the Mayor or to the Mayor's political fundraising committee; (b) reimburse

your employees for a contribution of any amount made to the Mayor or to the Mayor's political fundraising committee; or (c) bundle or solicit others to bundle contributions to the Mayor or to his political fundraising committee.

The Identified Parties must not engage in any conduct whatsoever designed to intentionally violate this provision or Mayoral Executive Order No. 2011-4 or to entice, direct or solicit others to intentionally violate this provision or Mayoral Executive Order No. 2011-4.

Violation of, non-compliance with, misrepresentation with respect to, or breach of any covenant or warranty under this provision or violation of Mayoral Executive Order No. 2011-4 constitutes a breach and default under the grant agreement, and under any Other Contract for which no opportunity to cure will be granted. Such breach and default entitles the City to all remedies (including without limitation termination for default) under the grant agreement, under any Other Contract, at law and in equity. This provision amends any Other Contract and supersedes any inconsistent provision contained therein.

If you violate this provision or Mayoral Executive Order No. 2011-4 prior to award of the Agreement resulting from this specification, the Commissioner may reject your bid.

For purposes of this provision:

"Other Contract" means any agreement entered into between you and the City that is (i) formed under the authority of Municipal Code Ch. 2-92; (ii) for the purchase, sale or lease of real or personal property; or (iii) for materials, supplies, equipment or services which are approved and/or authorized by the City Council.

"Contribution" means a "political contribution" as defined in Municipal Code Ch. 2-156, as amended.

"Political fundraising committee" means a "political fundraising committee" as defined in Municipal Code Ch. 2-156, as amended.

8. (a)(i) The City is subject to the June 16, 2014 the "City of Chicago Hiring Plan" (the "2014 City Hiring Plan") entered in *Shakman v. Democratic Organization of Cook County*, Case No 69 C 2145 (United State District Court for the Northern District of Illinois). Among other things, the 2014 City Hiring Plan prohibits the City from hiring persons as governmental employees in non-exempt positions on the basis of political reasons or factors.

(ii) Contractor is aware that City policy prohibits City employees from directing any individual to apply for a position with Contractor, either as an employee or as a subcontractor, and from directing Contractor to hire an individual as an employee or as

a subcontractor. Accordingly, Contractor must follow its own hiring and contracting procedures, without being influenced by City employees. Any and all personnel provided by Contractor under this Agreement are employees or subcontractors of Contractor, not employees of the City of Chicago. This Agreement is not intended to and does not constitute, create, give rise to, or otherwise recognize an employer-employee relationship of any kind between the City and any personnel provided by Contractor.

(iii) Contractor will not condition, base, or knowingly prejudice or affect any term or aspect of the employment of any personnel provided under this Agreement, or offer employment to any individual to provide services under this Agreement, based upon or because of any political reason or factor, including, without limitation, any individual's political affiliation, membership in a political organization or party, political support or activity, political financial contributions, promises of such political support, activity or financial contributions, or such individual's political sponsorship or recommendation. For purposes of this Agreement, a political organization or party is an identifiable group or entity that has as its primary purpose the support of or opposition to candidates for elected public office. Individual political activities are the activities of individual persons in support of or in opposition to political organizations or parties or candidates for elected public office.

(iv) In the event of any communication to Contractor by a City employee or City official in violation of Section (ii) above, or advocating a violation of Section (iii) above, Contractor will, as soon as is reasonably practicable, report such communication to the Hiring Oversight Section of the City's Office of the Inspector General, and also to the head of the relevant City Department utilizing services provided under this Agreement. Contractor will also cooperate with any inquiries by OIG Hiring Oversight related to the contract.

9. (b) The parties agree that this Contract is solely for the benefit of the parties and nothing herein is intended to create any third party beneficiary rights for subcontractors or other third parties..

10. False Statements

(a) 1-21-010 False Statements

Any person who knowingly makes a false statement of material fact to the city in violation of any statute, ordinance or regulation, or who knowingly falsifies any statement of material fact made in connection with an proposal, report, affidavit, oath, or attestation, including a statement of material fact made in connection with a bid, proposal, contract or economic disclosure statement or affidavit, is liable to the city for a civil penalty of not less than \$500.00 and not more than \$1,000.00, plus up to three times the amount of damages which the city sustains because of the person's violation of this section. A person who violates this section shall also be liable for the city's litigation and collection costs and attorney's fees.

The penalties imposed by this section shall be in addition to any other penalty provided for in the municipal code. (Added Coun. J. 12-15-04, p. 39915, § 1)

(b) 1-21-020 Aiding and Abetting.

Any person who aids, abets, incites, compels, or coerces the doing of any act prohibited by this chapter shall be liable to the city for the same penalties for the violation. (Added Coun. J. 12-15-04, p. 39915, § 1)

(c) 1-21-030 Enforcement.

In addition to any other means authorized by law, the corporation counsel may enforce this chapter by instituting an action with the department of administrative hearings. (Added Coun. J. 12-15-04, p. 39915, § 1)